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Office of the Attorney General
Washington, D. C.

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H200 for next
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MEMORANDUM

August 17, 1961

Beck
Beck

TO: The President
FROM: The Attorney General

One of the great problems and deficiencies in the Berlin planning is in the propaganda field. This deficiency has been brought to a head by the action of the Communists in closing down the border between East and West Berlin.

I am sure that there has been a tremendous reaction across the world to these events in Germany. But it is a reaction that has flowed from the natural course of events; there has been very little, if any, stimulation from the United States or, as far as I can see, from any of our Allies. We have been handed a propaganda victory of tremendous dimensions on a silver platter and we are just not taking advantage of it.

Assume the tables were turned and we were responsible for what the Russians have just done. The hue and cry, the riots and disturbances around the world, would be echoing and re-echoing at this very moment. American Embassies would have been stoned; American flags outside the United States Information

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Attorney General (NLX TO 600)
BY BLA NARS, DATE 12/5/78

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Agencies would have been torn down. World leaders would be making statements and putting out pamphlets denouncing us.

None of that is now happening for our side -- as a matter of fact, just the opposite. Mikoyan arrives in Tokyo two days ago and instead of being greeted by rioters, he receives flowers and talks of peaceful coexistence and gets away with it.

Foy Kohler says the explanation is that the Russians have the Communist Party apparatus and they can call on their people around the world to foment trouble. We don't have anything that is similar and that is why we don't do anything. I just don't believe that that's the answer.

We have friends, contacts and connections through business, labor, universities, all across the world. We as well as our Allies have representatives in every country of the world. We have the mechanism in my estimation to get the job done but we just have not utilized it.

Allen Dulles says that he has spent ten years forming groups that can perform these kinds of functions. To me they sound more like paper organizations than anything else. I have seen no evidence of any activity on their part.

Kohler and the people in the State Department are against almost every kind of idea that you bring up in this area.

The result is that we are still sitting around doing nothing.

I think we should take some action and do it immediately.

First, we should establish an organization that can be called upon over a period of the next ten years to handle our propaganda operations. When I refer to propaganda I do not mean just the activities of the USIA and the Voice of America. They are undoubtedly in good hands under Murrow. However, the effect of this operation needs study. How many people listen to VOA broadcasts, etc. But I think we should be taking greater steps to stimulate activity among students, university professors, labor leaders and businessmen. This is just not being done at the present time and I don't think that there is an adequate organization established to do it.

Therefore, what I would suggest, to take advantage of what is happening to Berlin as well as for the long-range study purpose, is that we immediately establish a small group to handle and direct this whole propaganda effort. This group would be similar to the one that you have studying intelligence. I would have people from television, radio, newspapers, advertising agencies, a labor leader like Walter Reuther, maybe a business-

man such as Sam Meek who has business offices across the world, and maybe one or two university professors. They would make a report with recommendations to you on the broad propaganda field which would include a study of USIA, VOA, the impact of these mediums, the effectiveness of our present operations around the world.

Together with its long-range assignment of assessing our efforts in this whole field, I would suggest that they be given the responsibility of immediately stimulating activities and general interest in the Berlin situation amongst various groups and important leaders including our Allies around the world. (Obviously in much of this they would work through present Government structures such as the State Department.)

To assist this over-all committee in this endeavor I would form a number of subcommittees to carry out specific functions:

(a) Labor leaders to make contacts in South America, Africa and Southeast Asian countries to be sure there is adequate information among their counterparts as to what is happening in Berlin, what the Russians are doing there now, and what our position is vis-a-vis the Soviet Union. This could be done by trips to those various countries of some of our own labor leaders as well as contacts in other ways.

(b) Businessmen's contacts around the world could certainly be utilized in the same effort. Obviously in some areas of the world American businessmen could not be out in front but there are many areas where they could and should be used. Allen Dulles does some of this but this could be increased.

Furthermore, and probably most important, we should also see there is a campaign amongst students and university professors. This would necessitate personal contacts and an organized campaign. It should be started immediately. This over-all committee I suggested could come up with some recommendations in that field also.

This would be just a start. But a start is what we need.